

Message Text

LIMITED OFFICIAL USE

PAGE 01 LISBON 00458 271620Z

44

ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 COME-00 EB-07 INR-07 LAB-04

NSAE-00 RSC-01 SIL-01 DODE-00 PM-03 H-01 L-02 NSC-05

PA-01 PRS-01 SP-02 SS-15 USIA-06 OMB-01 CIEP-01

TRSE-00 OPIC-03 SAM-01 /075 W
----- 052001

R 271535Z JAN 75

FM AMEMBASSY LISBON

TO SECSTATE WASHDC 1536

LIMITED OFFICIAL USE LISBON 458

E.O. 11652: N/A

TAGS: BGEN, PO

SUBJ: FOLLOW-UP ON CLOSING OF U.S. AD AGENCY: LEO BURNETT

REF: LISBON 5107, 5385

1. THIRTY-FOUR WORKERS (OUT OF 50) OF THE DEFUNCT U.S. ADVERTISING AGENCY LEO BURNETT, LDA. HAVE INFORMED A NEW AD AGENCY, ABRINICIO 75. THE COOPERATIVE ORGANIZATION REPORTEDLY WAS GIVEN FURNITURE AND MATERIALS BY LEO BURNETT TO COMMENCE OPERATIONS.

2. ACCORDING RELIABLE SOURCE IN ADVERTISING BUSINESS, ABRINICIO IS, FOR THE MOMENT AT LEAST, OPERATING NORMALLY. THEY ARE PLACING MATERIAL PREVIOUSLY PREPARED BY LEO BURNETT IN MEDIA AND MAY BE READY TO LAUNCH LARGE NEW CAMPAIGN (ALSO PREPARED BY LEO BURNETT) ON BEHALF IMPORTANT MNC. ABRINICIO HAS RECEIVED BANK LOAN FOR OPERATING EXPENSES ON BASIS SOLVENCY AND REPUTATION OF CLIENTS WHICH ARE HOLDOVERS FROM LEO BURNETT. CRUNCH WILL COME WHEN ABRINICIO HAS TO PREPARE OWN MATERIAL AND WHEN OTHER AD AGENCIES BEING TO MAKE OVERTURES TO IMPORTANT ABRINICIO CLIENTS. ACCORDING SOURCE, THESE CLIENTS ARE FAIR GAME FOR OTHER AGENCIES.

LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 02 LISBON 00458 271620Z

CARLUCCI

LIMITED OFFICIAL USE

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 27 JAN 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: johnsorg
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975LISBON00458
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750029-1051
From: LISBON
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750118/aaaaaprx.tel
Line Count: 61
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: 75 LISBON 5107, 75 5385
Review Action: RELEASED, APPROVED
Review Authority: johnsorg
Review Comment: n/a
Review Content Flags:
Review Date: 10 JUN 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <10 JUN 2003 by SmithRJ>; APPROVED <23 DEC 2003 by johnsorg>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FOLLOW-UP ON CLOSING OF U.S. AD AGENCY: LEO BURNETT
TAGS: BGEN, PO
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006